

RECRUITMENT STRATEGIES

TARGET AUDIENCES

- VR Staff(include Administrators)
- Students in Rehab Programs
- Service Providers including Psychologists, Therapists, Vendors, CRP Staff
- Community Service Boards
- Employment Networks

INVITE POTENTIAL MEMBERS TO MEETINGS OF YOUR LOCAL CHAPTER OR YOUR DIVISION

MAKE PERSONAL CONTACTS!
In-person Meetings
Mail - E-mail - Phone

CREATE AN INTRODUCTORY PORTFOLIO

Include a letter, a membership application, a brochure/flyer outlining the benefits of NRA membership, an issue of *Contemporary Rehab*, and an information sheet with highlights, such as :

- national, state, local projects
- professional networking
- legislative information and advocacy
- professional training
- affiliation with local chapter
- the value of research published in the *Journal of Rehabilitation*

CREATE A "GOODIE BASKET" FOR NEW MEMBERS TO WELCOME THEM!

Develop a traveling display that can be showcased at different conferences and meetings to attract new members

RETENTION STRATEGIES

Stay in regular contact with NEW members during first 3-6 months of membership

Ask your membership about their training needs and offer topics that correspond with their specific requests

Send renewal reminders 30 days before the membership is due to lapse

Create a Past Presidents Committee to use their talents as resources, for strategic planning and as recruiters of new leadership.

Offer no cost services and events to members.

Hold a member forum as part of the annual conference and ask members to share ideas and issues, and then follow up.

Market the opportunity to obtain CRC and other professional credits through training events sponsored by NRA and its chapters and affiliates.

Create "special interest groups" for members in your chapter that don't have a division, i.e., for Rehab Technology staff.

Announce lapsed members' names at Board meetings and ask the Board to personally follow up with them.

Team new members with experienced ones when establishing committees and projects. Give new members a chance to shine!!